



Hollywood
Property Owners
Alliance

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April 26, 2011

TO: Miranda Paster, Office of the City Clerk
FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: First Quarter Report: January 1, 2011 through March 31, 2011

As is required in our Agreement with the City of Los Angeles, I am submitting our First Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- The board held a strategic planning retreat in lieu of its monthly business meeting on January 20, 2011. The retreat was held at the Kress Hollywood, and was publicly noticed. The board was divided into teams and dispatched into different sections of the district to explore and report back on their findings. In particular, they were asked to do the following:
 - a. Walk every sidewalk in their assigned area and fill out a survey about the conditions and state of that area.
 - b. Interview at least five people in the area.
 - c. Take at least seven digital photos of the area that shows the conditions or issues/problems.
 - d. Have lunch in the area.
- As a result of the retreat, over the course of the next month, the board launched the elements of what was to become the "Hollywood Facelift" campaign – to encourage and incentivize property and business owners to take steps to improve their properties in the coming year.

II. Security

- Staff is participating in meetings organized by Mitch Ofarrell, council deputy for Council President Eric Garcetti. The current focus is to educate visitors that they do not have to give money to characters or vendors. Signage will be developed, with non-emergency calls directed into an LAPD phone number. A "safe sidewalks" webpage will be included on the HED website.

- At the request of the Hollywood Division, the BID organized a meeting of all restaurant and nightclub owners along the Cahuenga Corridor on March 24. The purpose was to raise awareness of crime trends and to encourage positive branding away from violence-prone nightlife or negative promoters. A subsequent meeting was planned in April to work on parking and valet issues, and a second meeting of the entire group was scheduled for May.
- Staff began to phase out their attendance at the Hollywood Homeless Outreach Team meetings as PATH picked up the reigns to coordinate the bi-weekly meetings to address the housing needs of persons listed on the Hollywood Homeless Registry.
- Staff provided primary coordination leadership in the 2011 Los Angeles Homeless Services Authority bi-annual Homeless Count. Over 30 census tracts in Hollywood were counted on the evening of January 27 utilizing 200 volunteers.

III. Streetscape

- As part of the Hollywood Facelift campaign, the board approved a plan to repaint all of the Victor Stanley trash receptacles, to set an example about exemplary maintenance. The cost will be approximately \$22,000 to refurbish about 150 cans.
- Over the quarter, the following activities were undertaken in furtherance of the Hollywood Facelift campaign:
 - a. Meetings with Sherwin Williams to enlist their participation as a painting partner.
 - b. Meeting with CRA on the concept of a façade improvement program to support the effort.
 - c. Creation of a draft “Contract with Hollywood” to help owners commit to actions to take to improve their properties (e.g., painting, pressure washing, replacement of awnings, etc.)
 - d. Retaining a consultant to assist with creating a preferred vendors list.
- Tree trimming, at a cost of \$42,000, commenced in March. However, staff experienced significant challenges with city requirements relative to peak-time work and the need for additional permits and posting of no-parking signs.
- Meetings continue relative to the city’s construction of the Cahuenga pedestrian alley. Progress was made in helping the property owners to organize themselves into a board and to agree to principles of governance that will be fashioned into bylaws. Articles of incorporation were filed with the Secretary of State to form the East Cahuenga Corridor Alley Management Association. By second quarter, a management agreement will be formed between the Association and the HPOA.

IV. Marketing Issues

- The new “newsprint” *HEDLine News* was distributed in early February and received great accolades. An email version will also be distributed, but this is not the primary vehicle for distributing the information.
- A meeting was held with the Marketing Director for Cirque de Soleil, opening in July at the Kodak Theatre. Efforts are underway to connect restaurants in the BID with the Cirque experience and to facilitate transportation, particularly from the east side of the BID to the west.

V. Other

- The City Council abandoned its plan to lease the major parking structures out to a private sector company. BID representatives and the Chamber met with the city in March to request the formation of a Hollywood Parking District. That idea did not meet with much support.
- However, at the February meeting, the Board did authorize funds from its non BID account (the HPOA general account) to the tune of approximately \$5,000 to retain a consultant, if warranted, to explore the concept of forming a Community Development Corporation in the event there could be an opportunity to accept funds or grants to assist with infrastructure support or economic development in Hollywood. By the end of the first quarter, no further action was taken on this motion.
- Staff has been monitoring city council committee actions underway with respect to identifying appropriate regulations for mobile food trucks in the city. Staff attended a Council Transportation Committee who held a hearing on this topic on February 23.
- Kerry Morrison attended a conference sponsored by the CA Infill Builders Association on CEQA Reform on March 31.

Hollywood Property Owners Alliance

Annual Limits & Year-To-Date Totals Quarter Ending March 31, 2011

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT SPENT 1st QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	3,482,350	1,541,362	-	-	-	
City Fees	34,823			34,980	34,980	-
Contingency	96,000		4,881	4,881	91,119	
Administration	188,960		36,440	36,440	152,520	
Security	1,612,000		352,041	352,041	1,259,959	
Maintenance	1,097,400		255,057	255,057	842,343	
Personnel	344,800		83,912	83,912	260,888	
ED&C/Marketing	100,000		7,068	7,068	92,933	
TOTAL	3,473,983	1,541,362		774,379	774,379	2,699,761

Other income (not included above):

DWP Grant	-
Penalty	3,525.77
Interest-LA City	2,413.97
Interest-other	773.16
Total other income 1st Quarter 2011	6,712.90